NON-FOODS DEPARTMENT

FEB 1 9 [illegible]

February 11, 1997

To: All Stores From: Ron Zelesnick

Attn: Store/Non Foods Managers
Neptune and Freehold Liquor Departments

Re: Display Authorization - R.J. Reynolds Tobacco Company

With the removal of self-service cigarette package merchandisers from all stores it will be necessary to change part of our Program to retain contracts from R. J. Reynolds. Listed below are details and affected stores:

All Stores With the exception of 781 (Neptune Liquor) and 735 (Freehold Liquor)

- *RJR Field Sales Force will deliver and install a 16 row non-self-service pack display that should be placed and maintained on your customer service counter.*

- *At the time of placement if your store does not have a price sign for single packs, the Sales Representative will order same and see that it is installed. It's very important that we communicate that we still have single packs and what is the price.*

Stores 781 and 735

- *RJR Field Sales Force will deliver and install a 16 row non-self-service pack display that should be placed and maintained on your sales counter.*
- *Again, if your store does not have a pack price sign RJR will order and place as soon as possible.*

As information, attached is a drawing of the new display which features a solid Plexiglas cover.

Please give RJR your usual fine cooperation.

/mog
Attachment

c: C. Montanara
Bob Fey
M. Copertino
Manny Rego
Nick Kuruc, R.J. Reynolds Company

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Source: https://www.industrydocuments.ucsf.edu/docs/ykpn0000

FOODARAMA SUPERMARKETS

AUTHORIZED NON SELF-SERVICE COUNTER DISPLAY

(non lighted)

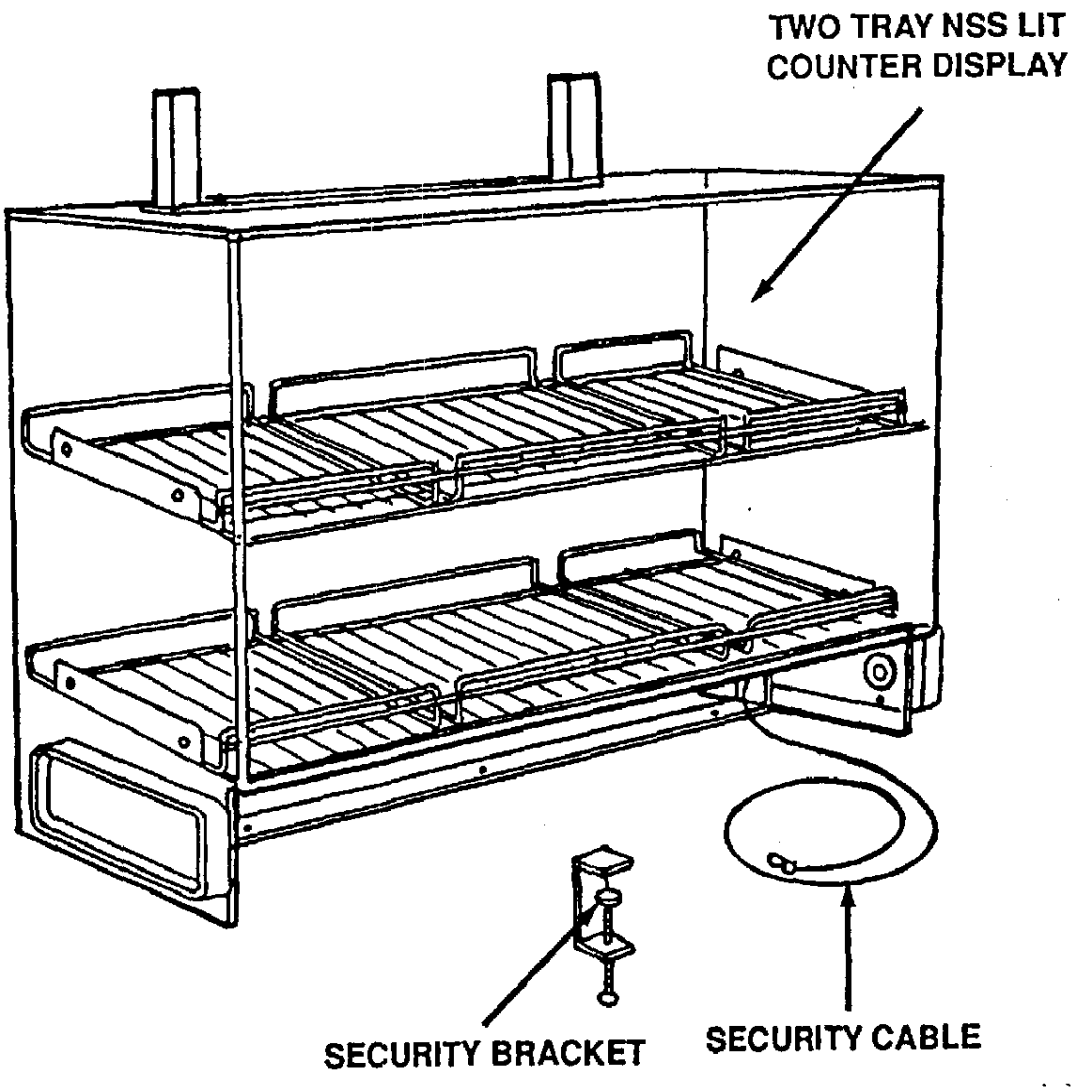
[] To be placed on Customer Service Counter in Supermarkets and Sales Counter in Liquor Stores.

[] Complete with solid security cover (access only to clerk).

19" wide/9" deep/19" high

ITEM DESCRIPTION

Two Tray NSS Lit Counter Display Components:



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